

Why don't they just leave us alone?

Working with the Media

Doug Nintzel and Sally Stewart

ADOT Communication and
Community Partnerships

So You Want to Be a Spokesperson

Closure schedules Loop 101 crashes

Right of Way Landscaping Exit #'s

Gas Rebate Program (there isn't one)

History of every highway Litter Transit

Regional Transportation Plan (memorize every project in it) Rubberized Asphalt

Brush Fires closing Highways Hybrid cars

Number of lanes in any given area Strike

But wait, there's more

Number of registered aircraft Signs

Wildlife crossings Dirt hauls

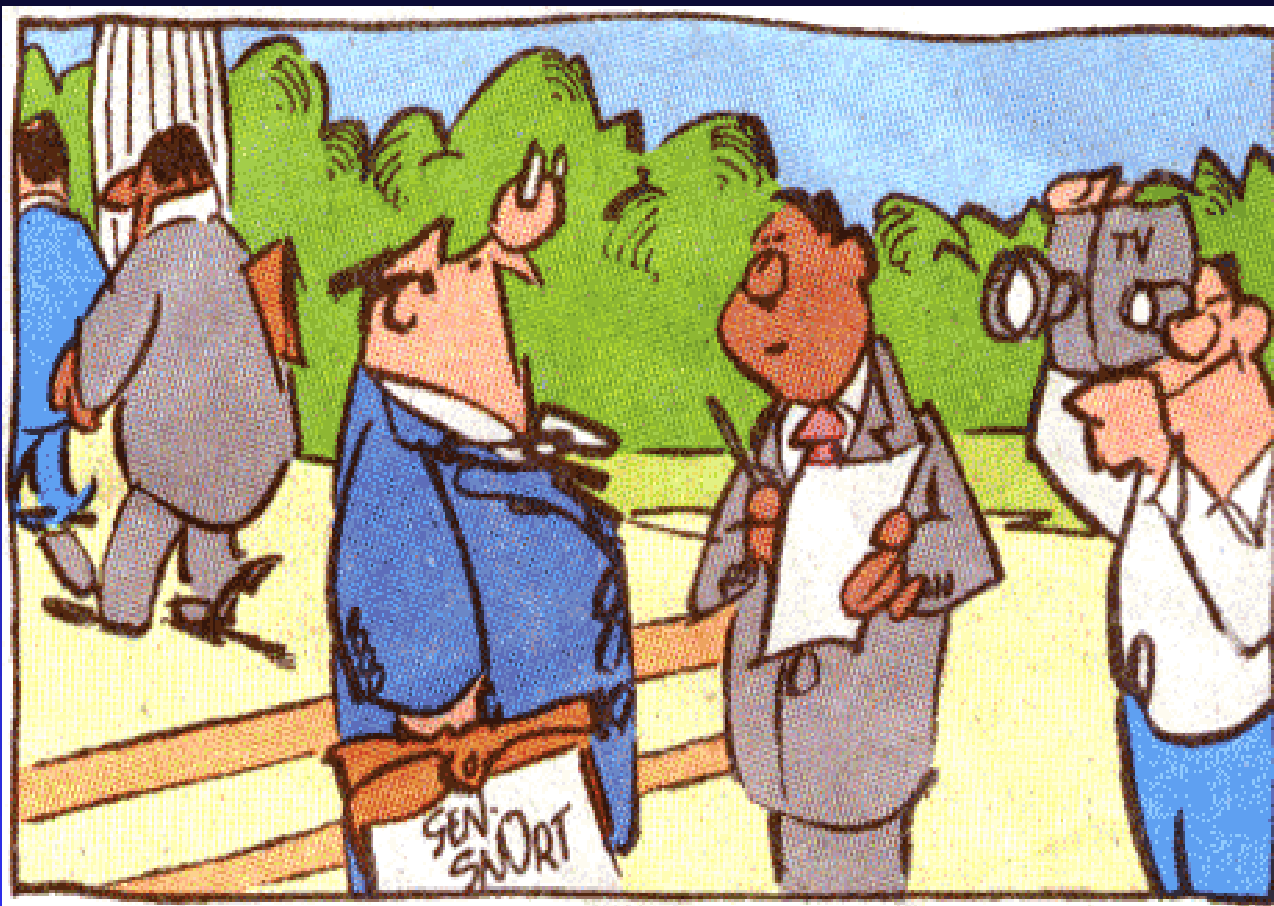
Archeological digs El Nino Noise

Parties on freeways Snow Removal

Traffic lights Cable Barriers

Dust storms Flooding Rock slides

Five-Year Programs (memorize those too) Hey, which way do I go to....?



*"That is not to imply that 'no comment'
means I have nothing to say."*

ADOT's Communication and Community Partnerships Group

- Community Relations
- Public Involvement
- Media Relations
- Constituent Services
- Government Relations
- Partnering
- Video Production

What is role of media relations office?

- Primary Point of Contact
- Seek information on behalf of reporters
- Simplify issues
- Provide “Talking Points”
- Anticipate issues and prepare for them

THE REAL VIEW ON THE GUADALUPE BRIDGE



ANDREW
LONG

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Come on, what are you doing?

- Been on the Defense
- Not Enough Advance Information
- Adding to Communication with our Key Partners
- Examining Other Ways to Communicate
- Goal is to Reduce the “Drive-Bys”

What is public involvement?

- The views of all parties are integrated in the decision-making process
- Public concerns and values are identified prior to decisions
- Two-way communication

ADOT public involvement

- To foster mutual trust, confidence and openness
- To provide information to the public at a time and in a form it needs to participate in a meaningful way

ADOT public involvement

- To learn from the public the information it is uniquely able to provide
- To anticipate potential conflicts and encourage early discussions of differences

Why do it?

- Public savvy
- Public demand
- Without it, negative consequences almost certain

What it can't do

- Overcome all opposition
- Resolve all differences
- Replace regulatory processes

Media relations strategies

- Develop during project planning and implement throughout the life of the project
- Identify audiences and appropriate approaches for each audience
- Flexible and sustainable

Media relations how tos

- Develop key messages
- Use different methods to reach different segments of the public at the same time
- Train the appropriate spokesperson

Media relations how tos

- Ensure the spokesperson is available
- The Tiffany Box
- Communicate, Communicate Early, Communicate Often

Motorists face closures (again) on Valley roads

The Arizona Republic

The ongoing project to widen and improve Arizona 51, the opening of a new bridge over Loop 202 in Chandler and rubberized-asphalt paving will close sections of Valley freeways this weekend.

■ Arizona 51, the Piestewa Freeway, will be closed in both directions between Interstate 10 and Indian School Road from 1 a.m. Saturday until 5 a.m. Monday. The ramps connecting I-10 and Loop 202 with the 51 also will be closed.

■ Price Road will be closed between Frye and Germann roads in Chandler from 9 p.m. today to 5 a.m. Monday while

crews pave Price and switch traffic to a new alignment over the future Loop 202, the Santan Freeway.

■ Southbound lanes of Loop 101, the Price Freeway, also will be closed during the same period.

Monday morning, traffic on Price will begin using the permanent bridge over Santan Freeway. Price Road will continue to have one lane in each direction through the construction zone.

Rubberized-asphalt paving continues with two sections of Loop 101 closed in Scottsdale and north Phoenix:

■ Northbound lanes between Via de Ventura and

Raintree Drive will be closed from 9 p.m. today to 5 a.m. Monday.

■ Southbound lanes between Raintree and Via de Ventura will be closed from 9 p.m. today to 9 p.m. Saturday while crews prepare the surface for paving next weekend.

■ Eastbound lanes between Interstate 17 and Cave Creek Road will be closed from 9 p.m. today to 9 p.m. Saturday for permanent lanes markers and striping.

■ Westbound lanes between Cave Creek Road and I-17 will be closed from 9 p.m. Saturday to 9 p.m. Sunday for permanent lanes markers and striping.

TRAFFIC ALERTS

azcentral.com
Get real-time traffic news, including accidents, alerts and closures, at traffic.azcentral.com

Get to work on time with 12 News On Time Traffic weekdays starting at 5 a.m. on 12 News Today



BUMPER TO BUMPER

Bumper to Bumper will get the answers to your commuting questions each Friday.

1 When you reach the access to Loop 202 off Higley Road in Mesa you have to sit for over a minute looking at the red arrow while no vehicles enter the freeway from the north. Can the light be changed so that when the green left-turn arrow goes off, the green signal will come on so traffic can still get on the freeway?

The red arrow cannot be removed because of safety and visibility concerns, according to Jan Siedler, signal systems supervisor for Mesa. The signal's timing will change when the 202 opens to Power Road in June. This should result in a shorter wait time at the intersection of Higley and the 202.

2 What are some of the options Arizona Department of Transportation is considering to fix the situation at the Carefree Highway and Interstate 17?

Because roundabouts were opposed by Phoenix, the State Land Department and other stakeholders, ADOT will work with the community on a new design. Options include different versions of diamond-shaped ramp configurations with traffic signals.

3 I heard U.S. 60 could be widened. Where is this taking place and when does construction start?

ADOT plans to widen U.S. 60 between Gilbert and Power roads this fall to provide five travel lanes plus a carpool lane in each direction. Auxiliary lanes also will be built between the freeway interchanges from Val Vista Drive to Higley Road to provide more room for drivers to merge on and off the freeway.

The freeway will be paved with rubberized asphalt, and berms and sound walls will be built to reduce noise for nearby residents.

Send questions to Bumper@arizonarepublic.com.

The freeway will be quieter, but your travels may be longer this weekend when several key chunks of freeway are closed while rubberized asphalt is applied. The Loop 101 (Agua Fria Freeway) will close southbound from Camelback Road to Interstate 10 from 11 tonight to 5 a.m. Monday. The southbound ramps to eastbound and westbound I-10 also will be closed. Drivers are encouraged to take 91st or 99th avenues as alternates. The northbound Loop 101 will close between Thunderbird and Bell roads from 9 tonight to 5 a.m. Monday. Northbound traffic will exit at Thunderbird and use 75th Avenue to reconnect with Loop 101.



LOOP 202

Van Buren Street to Interstate 10/
Arizona 51 interchange



Restriction

The westbound Loop 202 (Red Mountain Freeway) will be closed between Van Buren Street and the I-10/Arizona 51 Interchange from 9 tonight until 5 a.m. Monday while crews add rubberized asphalt to the freeway. The northbound and southbound Arizona 143 ramps connecting to westbound Loop 202 and the westbound Loop 202 ramps to I-10 and northbound Arizona 51 also will be closed.

Detour

East Valley drivers should consider using westbound U.S. 60 and I-10 to reach the downtown Phoenix area this weekend.

LOOP 101

27th to 51st avenues



Restriction

The westbound Loop 101 (Agua Fria Freeway) in north Phoenix will be closed between 27th and 51st avenues from 11:30 tonight to 11:30 p.m. Sunday while crews add rubberized asphalt to the freeway.

Detour

Westbound Loop 101 traffic will be detoured onto the freeway's frontage road at 27th Avenue, but drivers are encouraged to exit the freeway well ahead of the closure and use Union Hills Drive or Bell Road as alternate routes to avoid traffic backups.

INTERSTATE 17

19th Avenue to Adams Street



Restriction

Northbound Interstate 17 will be closed between 19th Avenue and Adams Street from 9 tonight to 10 p.m. Saturday to allow crews to complete rubberized asphalt paving along that section of the freeway.

Detour

Drivers are encouraged to use westbound I-10 as an alternate route through downtown Phoenix. Northbound I-17 traffic will exit the freeway at 19th Avenue and go north to westbound Adams Street or McDowell Road in order to reconnect with northbound I-17.



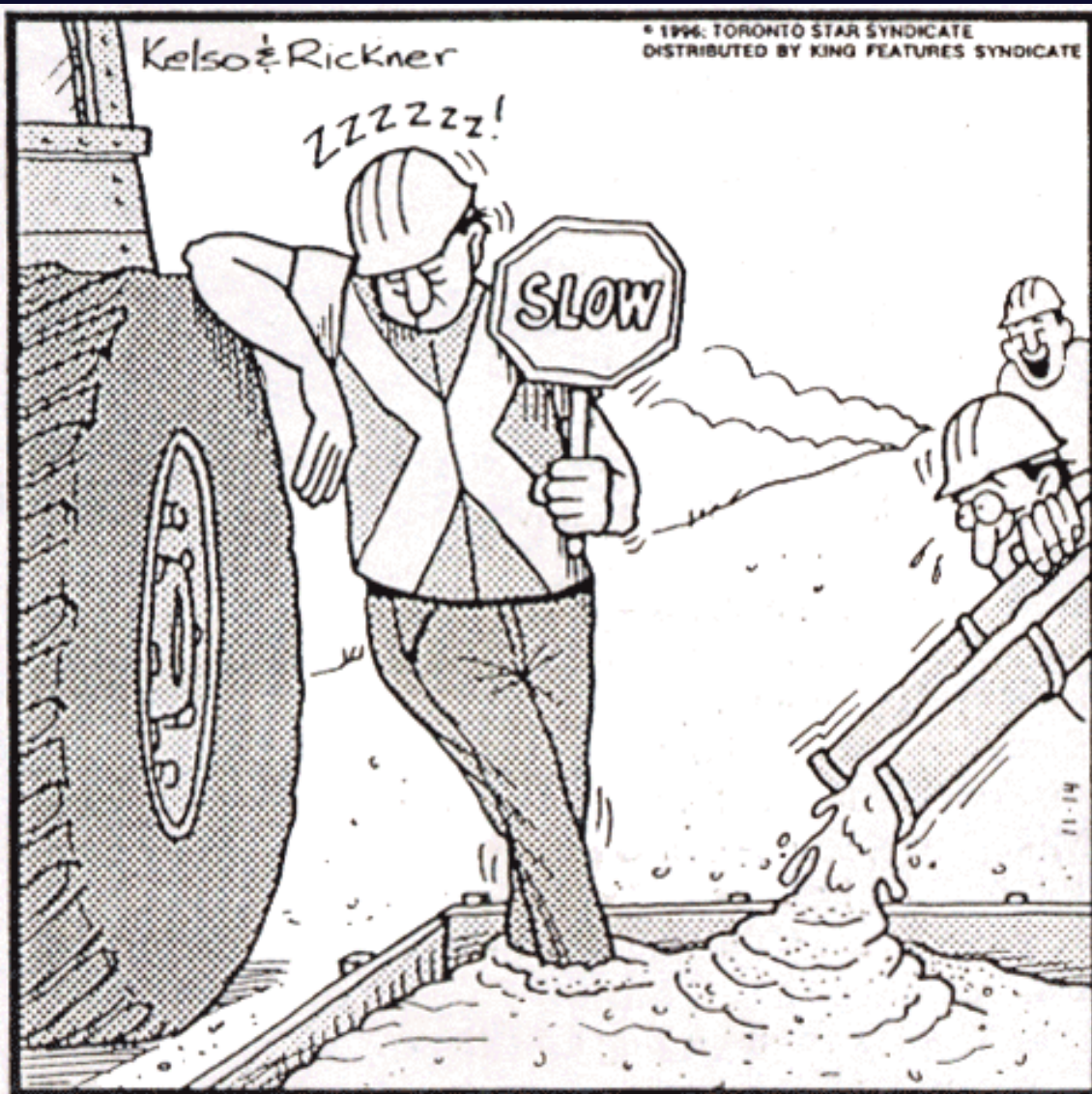
We'll try to answer your traffic-related questions each week in the Bumper to Bumper column. Send questions to Bumper@arizonarepublic.com or 200 E. Van Buren, Phoenix, 85004.

REGIONAL OUTLOOK

- Along Arizona 69, a 6-mile section of the highway between the junction with Arizona 169 and Mendocino Road in Prescott, Valley will be resurfaced with rubberized asphalt for approximately two weeks, starting Sunday night. Drivers should be prepared for delays of up to 30 minutes at times, although traffic will be maintained in both directions. The removal of the existing pavement will occur at night, while the paving will take place during daytime hours.
- On I-17 north of Cordes Junction, drivers should slow down due to rough pavement that developed during the wet winter. Signs have been posted advising drivers to slow to 55 miles per hour along the approximately 5-mile stretch with rough pavement.

Media relations is everyone's job

- Send Media Calls to Media Relations Staff
- Be Prepared to Assist with the Response
- Don't be a Stranger with Media Relations Staff
- Work on Simplifying Your Own Messages



Things will start to gel at work.

Thank you very much

Sally Stewart

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Tips for interviews

- Clear and concise answers work best
- Stick to your messages
- Never speculate or fake an answer
- Watch technical jargon
- Don't go off the record
- Don't fill the silence